

Golden Boys'**NEWS****DEDICATED TO A GREATER MANITOBA**"MANITOBA GOLDEN BOYS' MOVEMENT"
FOUNDED 1959

ISSUED BY MANITOBA TRAVEL AND CONVENTION ASSOCIATION

709 - 177 LOMBARD AVENUE WINNIPEG 2, MANITOBA, CANADA

PHONE WH 3-1551

YEAR 9

"KNOW MANITOBA" ISSUE — SUMMER — 1967

No. 1

**GOLDEN BOYS' FLOAT APPEARS
IN MANY MANITOBA PARADES**

Our colorful and attractive Golden Boys' float has been entered in many community parades around the province, including the following:

- | | |
|------------------|----------------|
| 1. Red River Ex. | 9. Strathclair |
| 2. Neepawa | 10. Shoal Lake |
| 3. Miami | 11. Souris |
| 4. Austin | 12. Morris |
| 5. Brandon | 13. St. James |
| 6. Boissevain | 14. Altona |
| 7. Crystal City | 15. Newdale |
| 8. MacGregor | 16. Killarney |
| | 17. Hamiota |

The theme of the float reading: "Treat Your Family to a Golden Boys' Circle Tour", focusses attention on the Golden Boys' Circle Tours, with the small circles portraying the names of the tours:

- | | |
|--|-----------------------------------|
| 1. La Verendrye Trail | 7. Fort Ellice |
| 2. Carlton Trail | 8. "The Narrows" |
| 3. The Far North | 9. Inter-Lake |
| 4. Ste. Rose - Meadow Portage-Winnipegosis | 10. Pine Falls |
| 5. Duck Mountain | 11. Whiteshell |
| 6. Riding Mountain | 12. South-East (North-West Angle) |
| | 13. South-West |

Mark This Date On Your Calendar**Sat., Nov. 4, 1967 — 8th Annual**GOOD
CITIZENSHIP
AWARDS**Banquet**

PRESIDENT MICKEY LEVINE HONOURS DISTINGUISHED MEXICAN VISITORS



RODOLFO MARTINEZ, the Assistant Director General of Tourism for Mexico, pictured with wife and daughter and Enrique Bryon, the artistic director for Mexican Television Network and the Department of Tourism, was made an "Honorary Warden of the Plains" by Mervyn M. Levine on Saturday, June 24th in front of the statue of the Golden Boy, newly erected as a feature of the swimming pool area at "The International Inn".

Mr. Martinez was the person responsible for bringing the Mexican group of musicians and dancers to the Red River Exhibition.



President Reeve Tom Hainsworth, Hon. Thelma Forbes and Reeve Sam Tripp, at the Boissevain district meet of the Union of Manitoba Municipalities held June 13, 1967.

HON. THELMA FORBES TOURS PROVINCE — Addressing District Municipal Meets

Lundar's Deluxe Motor Hotel



Ad. Scheske's luxurious, new 13-unit Motel at Lundar, Manitoba, on P.T.H. 6, is a popular rendezvous for visitors, and people of the Inter-lake area. Really first class!

Hon. Thelma Forbes, Minister of Urban Development and Municipal Affairs, was feature speaker at the seven district meetings of the Union of Manitoba Municipalities, held between June 12th and 27th, attended by Reeves, Mayors, Aldermen and Councillors in the various regions of the province. Average attendance was over 100. Executive Director, M. J. G. McMullen also put on a specially developed, colored-slide presentation at each meeting on: "A Centennial Salute to Our Municipal Men", paying tribute to the men and women serving the municipal level of government.

LUNDAR MUNICIPAL MEET

At Lundar meeting, June 26 (L to R): Reeve Jos. Schwartz (R.M. of Siglunes); Reeve J. S. Sigurdson (R.M. of Coldwell); Hon. Thelma Forbes, Minister of Urban Develop. & Mun. Affairs, Reeve A. Franz (R.M. of Gimli); Reeve A. T. Hainsworth (R.M. of Winchester); Reeve K. A. Rapley (R.M. of Strathclair).



VISIT DAUPHIN — "THE BEAUTIFUL"

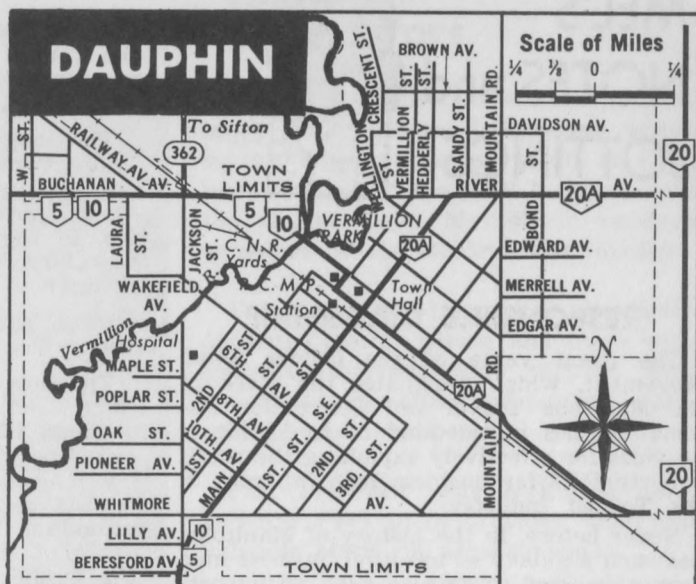
Just North of Riding Mountain National Park



**MAYOR
J. HUGH DUNLOP**
Town of Dauphin



**REEVE
JOHN POTOSKI**
RM. of Dauphin



From the uplands of Riding Mountain the Vermillion River winds its way through the town of Dauphin — located some 8 miles north of the park near the junction of north-south highway No. 10 and No. 5 from the east. Nearby Lake Dauphin provides water fun and recreation along sandy beaches. Dauphin is a key stopping and shopping place for visitors on their way north and boasts fine, modern places for the traveller to eat at or stay — some of which are shown below:



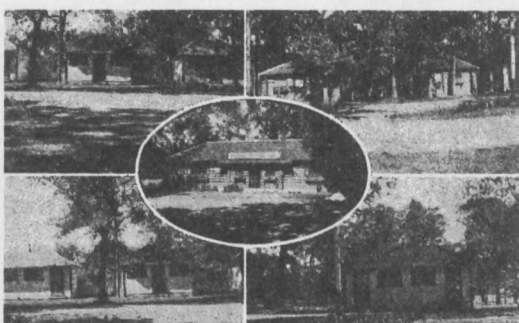
Ed Haller's "La Verendrye Restaurant" on First street, opposite the railway station, provides fine meals amidst the distinctive decor of most pleasant surroundings.



The railway park in the heart of town is a delightful spot, for the visitor to enjoy the beauties of flower and tree and the colors of nature.



Peter Perchaluke's "Highland Motel" alongside No. 10, on the southern approach to the town, is a highly popular, modern motel.



The Vermillion Motel and Trailer Park, maintained by the town, lies along the bank of the Vermillion River.



The "Boulevard Motor Hotel" is one of the fine modern hotels of the Gordon chain, where Roly Hollyoake is the progressive and highly popular manager.

MEL'S NOTES and JOTTINGS



RESPONSIBLE LEADERSHIP

The great value of the Golden Boys' Movement, which designates the work of the Manitoba Travel and Convention Association, lies in the kind of leadership it provides for effectively exploiting the profit opportunities for business men inherent in the Tourist Industry.

Never before, in the history of Manitoba, has such a galaxy of top-level business men been assembled to develop such an important industry as those who are now giving leadership to the work of the Manitoba Travel and Convention Association.

The 125 men, who comprise the Board of Directors of our association, are top-flight leaders in their respective fields.

The programme of projects and activities of the Association is discussed and laid out at the regular monthly meetings of Council by the 41 members of the Executive Council Management Team chosen from the larger board.

In addition, some 50 associate directors, representing as many cities, towns and villages, throughout the province, provide on-the-spot leadership to the work of the association at the community level.

This comprehensive, responsible set-up has been established to act in an authoritative and capable way, as "The Voice of the Visitor Industry" here in Manitoba.

It has been designed to act as the contact with the public on all matters pertaining to the promotion of Tourism, and to rally, under one head, the general promotion of Tourism by the various trade associations, such as the:

- Manitoba Hotel Association
- Motels, Lodges, Camps, Resorts and Trailer Parks Group
- Restaurant Association
- Automotive Trades Association

Clearly, our Association does not intend to interfere with the internal workings of these necessary and important trade groups, each of which has special interests to serve on behalf of its own members.

However, beyond the sphere of its own members — in order to maintain unity of purpose — it is obviously in the best interests of all that on general tourist promotion — on matters reaching out to the general public — on projects of a provincial or regional character — the support of the individual members of these groups can most effectively be applied through active participation in, and support of, the Golden Boys' Movement.

Every hotel or motel operator — every camp or resort operator — every restaurant — every garage and filling station — should join forces with and actively support, the great work of the Golden Boys' Movement. It is in their own best interests to do so.

Let's have 10,000 such supporters of the Tourist Industry here in Manitoba.

That is the strength and representation we should — and must — have to be able to make this work of maximum effectiveness.

FRAGMENTATION OF EFFORT COULD BE RUINOUS TO TOURISM

If we are to enjoy the full benefits of the Tourist Industry here in Manitoba, we must avoid, at all costs, fragmentation of effort on Tourist promotion.

The long-range interests of the Tourist Industry must not be handicapped by disunity — or sacrificed on the altar of personal aggrandizement — or by groups who see, in the promotion of tourism, an opportunity for easy "free" publicity for themselves or their particular group.

Here, surely, is a situation where "the Shoemaker should stick to his last".

This does not mean that every Manitoban should not be encouraged to make every personal effort possible to help on better reception and proper treatment of visitors, but it does mean that other groups should not set up their own tourist or convention promotion operations, advertised as such, and thus confuse the issue in the minds of the public by promoting such efforts dissociated from the programme of the Manitoba Golden Boys.

The place to give such help is within the ranks of our association, where membership is open to every Manitoban who has something to contribute. Clearly such efforts can best be utilized and applied through membership in the Manitoba Travel & Convention Association where the needs of the industry are exploited under the competent leadership of top-flight business men.

This kind of whole hearted support is needed on the following kinds of efforts, which the Golden Boys have initiated, and are carrying out:

1. Circle Tours of Manitoba.
2. "Enjoy Manitoba" restaurant place mats.
3. Early Birds' Breakfasts.
4. Improved Hospitality Seminars.
5. Production of local and regional tourist promotion folders.
6. Public Platform addresses and slide presentations on Tourism.
7. Tourist Promotion liaison with our various Chambers of Commerce.
8. "Explore Manitoba" match books.
9. Convention Development and Servicing.
10. "Welcome to Manitoba" campaign.
11. Reception and Publicity surrounding Special Visitors arriving in Manitoba.

HOURS OF SERVICE CANADIAN and UNITED STATES CUSTOMS BORDER OFFICES

Hours shown are Standard Time — All offices will be on Daylight Saving Time — May to September.

HWY. NO.	CAN. OFFICE MANITOBA	HOURS OF SERVICE	U.S. OFFICE	HWY. NO.
12	Sprague	24 hr. service	Warroad	313
310	South Junction	9 a.m. to 10 p.m.	Roseau	310
89	Piney	8 a.m. to Midnight	Pinecreek	89
59	Tolstoi	9 a.m. to 10 p.m.	Lancaster	59
29	Emerson	24 hr. service	Pembina	29
75	Emerson	24 hr. service	Noyes	75
14A	Gretna	8 a.m. to Midnight	Neché	18
32	Haskett	9 a.m. to 10 p.m.	Walhalla	32
31	Windygates	9 a.m. to 10 p.m.	Maida	1
34	Crystal City	9 a.m. to 10 p.m.	Sarles	20
242	Snowflake	9 a.m. to 10 p.m.	Hannah	—
28	Cartwright	9 a.m. to 10 p.m.	Hansboro	281
18	Lena	9 a.m. to 10 p.m.	St. John	30
10	Boissevain	24 hr. service	Dunseith	3
21	Goodlands	9 a.m. to 10 p.m.	Carbury	14
83	Coulter	9 a.m. to 10 p.m.	Westhope	83
256	Lyleton	9 a.m. to 10 p.m.	Antler	—

LIFE IN MANITOBA IS WONDERFUL

— Golden Boys' Booth Tells Leisureland Show Visitors



Some 25,000 visitors to the recent Winnipeg Rotary Clubs' Leisureland Show, in the Winnipeg Arena, April 11 - 15, were exposed to the "Sell Manitoba and the Golden Boys' Movement" message conveyed by the Golden Boys' exhibit.

Enjoying a good location, the booth attracted many visitors, and those with indicated interests were supplied with appropriate literature and personal guidance by staff members.

Past President Fay McKenzie, and Director Fred Davis provided time, and valuable effort on arrangements.

Places For Visitors To Enjoy After The Pan Am Games

NATIONAL PARKS

Map Location	Hotel or Lodge	Cabins	Campsites	Shelter	Picnicking	Swimming	Boating	Fishing	Skiing
Lower Fort Garry	F-3								
Riding Mountain									
Whirlpool Lake	C-4		X		X		X	X	
Lake Audy	B-4		X	X	X		X	X	
Lake Katherine	C-4		X	X	X	X		X	
Moon Lake	B-4		X	X	X		X	X	
Wasagaming Lake	C-4	X	X	X	X	X	X	X	
Agassiz	C-4								X

PROVINCIAL PARKS

Clearwater									
Campers Cove	B-10		X	X	X	X	X	X	
Pioneer Bay	B-10	X	X	X	X	X	X	X	
Sunset Beach	A-10	X	X	X	X	X	X	X	
Duck Mountain									
Childs Lake	A-5	X		X	X	X	X	X	
Blue Lakes	B-5	X	X	X	X	X	X	X	
Singoosh Lake	B-5		X	X	X	X	X	X	
Grand Beach									
East Beach	F-4		X	X	X	X	X	X	
West Beach	F-4	X		X	X	X	X	X	
Grass River									
Reed Lake	B-11	X	X	X	X	X	X	X	
Iskwasum Lake	B-11		X	X	X	X	X	X	
Simonhouse Lake	B-11		X	X	X	X	X	X	
Turtle Mountain									
Max Lake	B-1		X	X	X	X	X	X	
Whiteshell									
Brereton Lake	H-2	X	X	X	X	X	X	X	
Betula Lake	H-3		X	X	X	X	X	X	
Caddy Lake	H-2	X	X	X	X	X	X	X	
Falcon Beach	H-2	X	X	X	X	X	X	X	X
Nutimik Lake	G-3	X	X	X	X	X	X	X	
Otter Falls	G-3	X	X	X	X	X	X	X	
Seven Sisters Falls	G-3	X		X	X		X	X	
Toniata Beach	H-2	X	X	X	X	X	X	X	
West Hawk Lake	H-2	X	X	X	X	X	X	X	
White Lake	H-3		X	X	X	X	X	X	
Whiteshell Lake	H-3	X	X	X	X	X	X	X	
Birds Hill	F-3								
Spruce Woods	C-2								
Assessippi	A-4								



Should you at any time need
Police Assistance
**ROYAL CANADIAN
MOUNTED POLICE
DETACHMENTS**
are located as follows

- | | |
|-----------------------|------------------------|
| 1. Altona | 34. McCreary |
| 2. Amaranth | 35. Melita |
| 3. Arborg | 36. Minnedosa |
| 4. Ashern | 37. Morden |
| 5. Beausejour | 38. Morris |
| 6. Bissett | 39. Oakbank |
| 7. Boissevain | 40. Pinawa |
| 8. Brandon | 41. Portage la Prairie |
| 9. Carberry | 42. Reston |
| 10. Carman | 43. Roblin |
| 11. Charleswood | 44. Rosburn |
| 12. Churchill | 45. Russell |
| 13. Cranberry Portage | 46. St. Pierre |
| 14. Crystal City | 47. Ste. Rose du Lac |
| 15. Dauphin | 48. Selkirk |
| 16. Deloraine | 49. Shoal Lake |
| 17. Elphinstone | 50. Snow Lake |
| 18. Emerson | 51. Souris |
| 19. Ethelbert | 52. Sprague |
| 20. Falcon Lake | 53. Steinbach |
| 21. Flin Flon | 54. Stonewall |
| 22. Gimli | 55. Swan River |
| 23. Gladstone | 56. Teulon |
| 24. Grand Beach | 57. The Pas |
| 25. Grand Rapids | 58. Thompson |
| 26. Hamiota | 59. Treherne |
| 27. Headingley | 60. Virden |
| 28. Hodgson | 61. Wasagaming |
| 29. Killarney | 62. Whitemouth |
| 30. Lac du Bonnet | 63. Winnipeg |
| 31. Lunda | 64. Winnipeg Beach |
| 32. Lynn Lake | 65. Winnipegosis |
| 33. Manitou | |

Detailed information regarding camping, fishing, hunting or accommodation, may be obtained from the Tourist Information Office in the Manitoba Legislative Building, Winnipeg, Phone WHitehall 6-7131.

OFFICE HOURS: — 8.30 a.m. to 10.00 a.m. including Sundays (May 30th to Sept. 7th)

THE CITY OF BRANDON — MANITOBA



S. A. MAGNACCA
MAYOR
CITY OF BRANDON

BRANDON DIRECTORS SERVING THE GOLDEN BOYS' MOVEMENT

1. T. R. Smith
2. John G. Allen
3. W. G. Ames
4. Norman Bergman
5. A. T. Chapman
6. Stuart Craig
7. Elwood C. Gorrie
8. Guy Laliberte
9. S. A. Magnacca
10. H. Rungay
11. Fred Saunders
12. Rube Wheeler
13. W. K. Wilton



The newly modernized, 80-room "Prince Eddy" situated in the heart of Brandon, maintains its long-time reputation as a fine hostelry and convention centre. Licensed dining room and coffee shop. Guy Laliberte and Tony Griffen are the popular hosts.

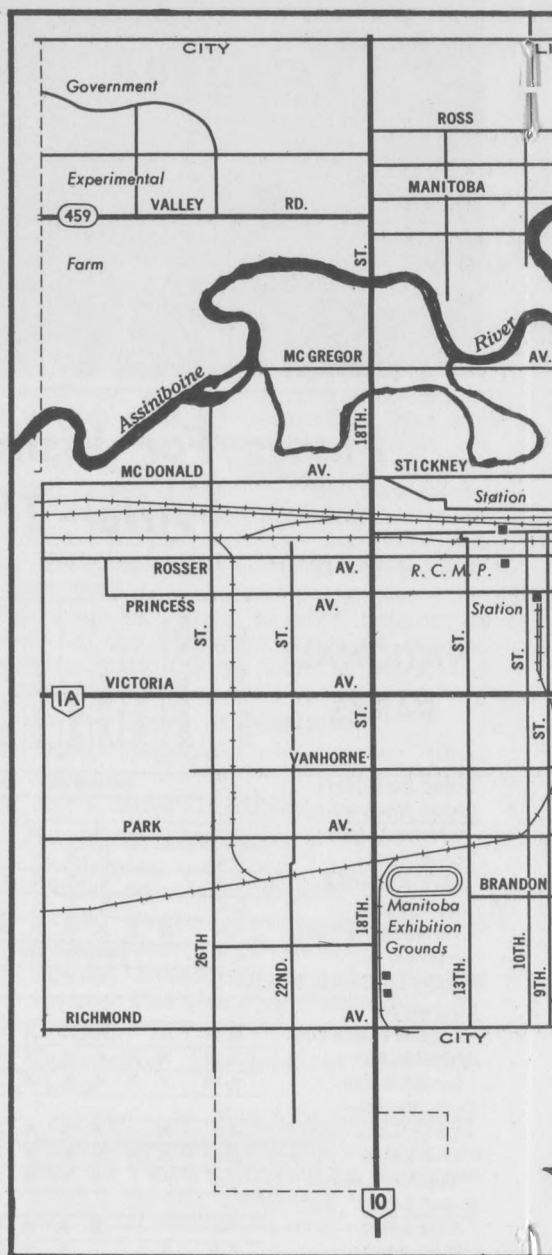


The 63-room "Canadian Inn" at 5th and Princess, is one of Manitoba's most luxurious and finely appointed stopping places, with licensed dining room, coffee bar, and outside swimming pool. Gordon Hutchinson is the popular resident manager.

Manitoba's Western Metropolis, the City of Brandon, is located on the U.S. border and 130 miles west of Winnipeg, giving it a new status in the economic life of the province.

Situated in the heart of a rich agricultural area, Brandon has long served a very wide trading area. It is a busy, progressive, commercial, industrial and cultural center of life in Western Manitoba.

Located at the junction of two of the province's major highway arteries — the Trans-Canada and the Selkirk — an increasing volume of visitor traffic has necessitated extensive accommodation and eating facilities. Some typical examples of these fine, modern buildings are shown below.



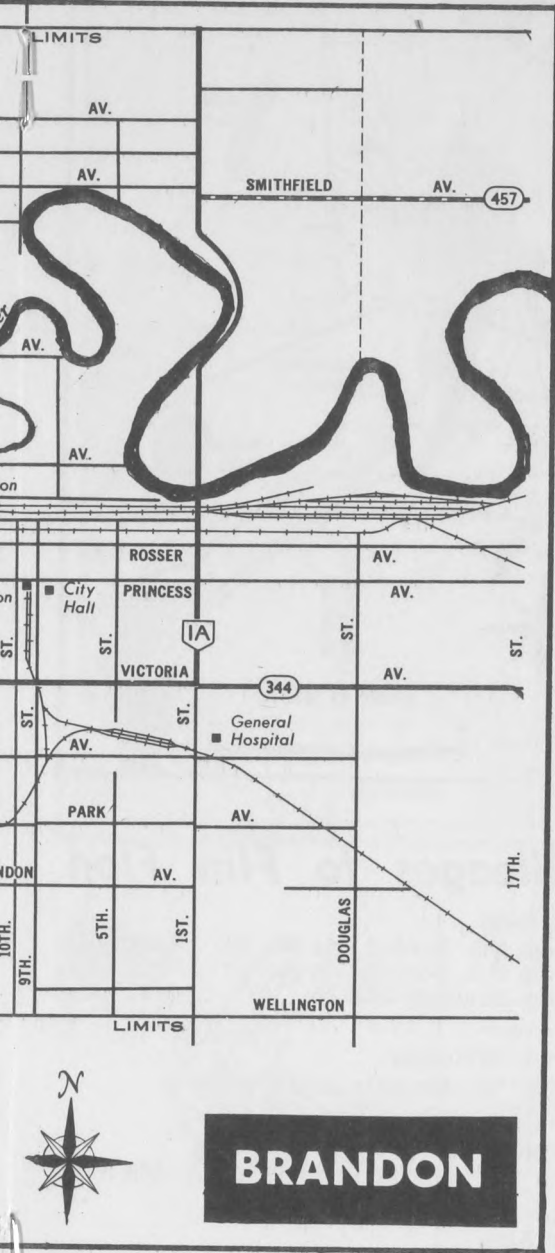
Ron Relf's 59-unit "North Hill Motel" standing on the north bank of the Assiniboine River, provides a commanding view of the valley. Distinctive appointments and appealing decor for the most discriminating traveller. Large licensed dining room and coffee bar, banquet facilities and a 9-hole golf course.

MANITOBA'S WESTERN METROPOLIS

City of Brandon, located 60 miles north of Winnipeg, is fast acquiring a new look and province.

cultural region, Brandon, "The Wheat City", a. But today Brandon is forging ahead as a and distribution centre, and the focal point

he province's main east-west and north-south and No. 10 — Brandon is enjoying, year by traffic, which has prompted the creation of ilities to take care of this increased demand. Modern facilities are portrayed on this page.



The former Brandon College, which has been greatly enlarged and extended in recent years, assumed the status of a University on July 1, 1967, continuing as the centre of higher learning for Western Manitoba. Photo shows the Men's and Ladies' Residences, with Dining Hall in the foreground.



The 13-unit Hillcrest Motel on PTH 1-A, one mile south of the Trans-Canada offers comfortable facilities at reasonable rates. V. W. Arnold is the proprietor.



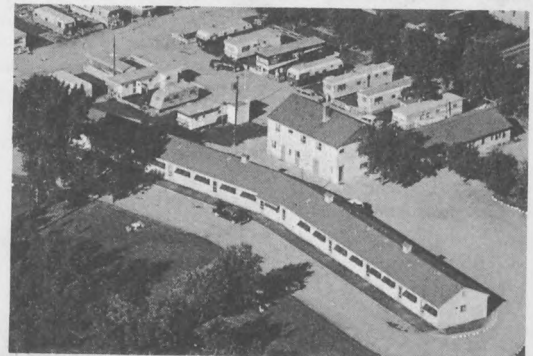
The "Suburban Restaurant" operated by Don Francis, with its very attractive decor, is one of Brandon's most popular rendezvous.



Blanche and John Mollot are the popular hosts at Brandon's newest, 38-unit motel located at the junction of the Trans-Canada and No. 10 — at the north edge of Brandon. Complete facilities include dining room, lunch counter, camp-fire lounge, banquet room, Sauna baths, heated swimming pool, and some air conditioned units.



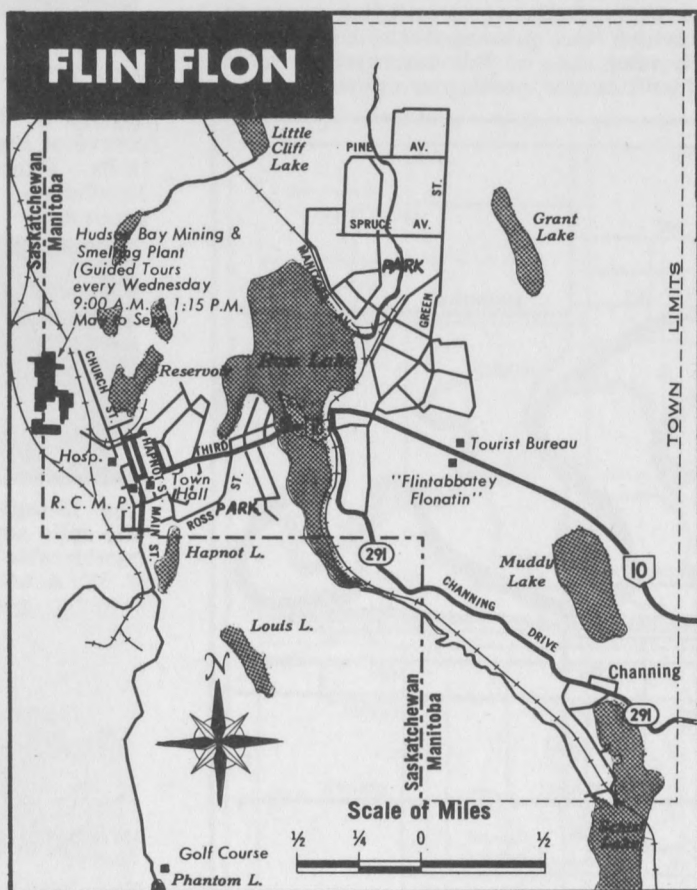
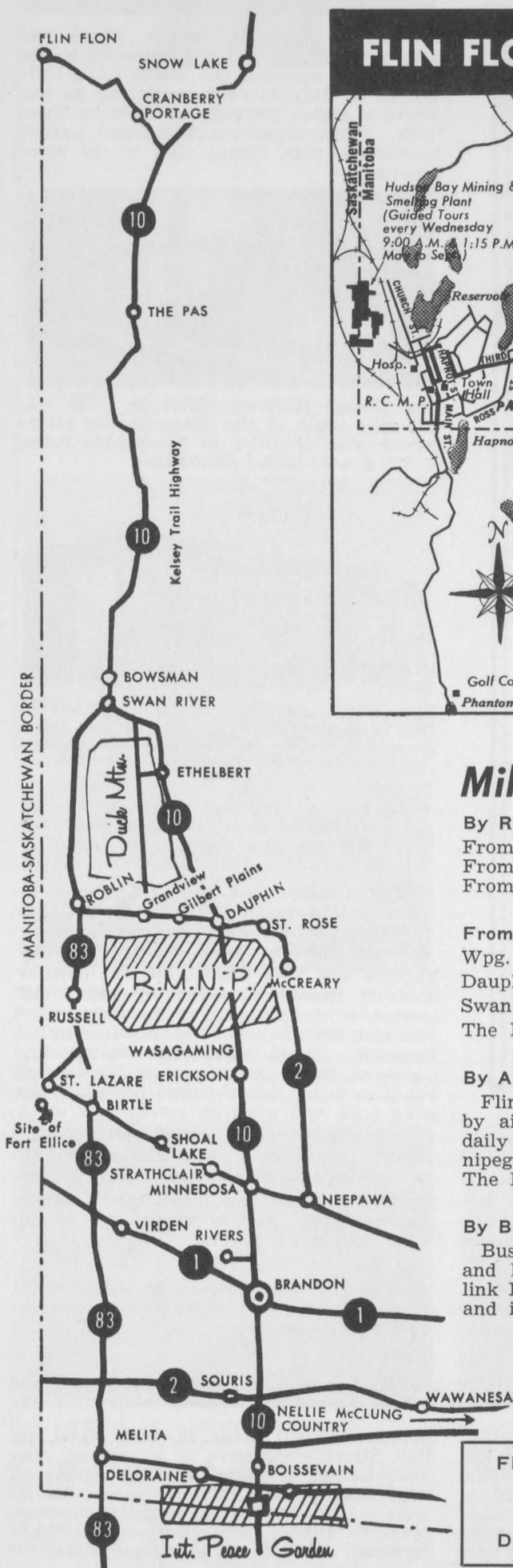
Hans Jensen's 18-unit Rambler Motel is situated on Government Road, along the north bank of the Assiniboine in a "quietly located" area, and spacious lawn setting. Warmly furnished rooms and complete modern facilities and services make the Rambler a popular stopping place for travellers and visitors alike.



Brandon's Twin Pines 35-unit Motel, on 10th Street at Queen's, is a popular, centrally-located stopping place for visitors to "The Wheat City". Trailer spaces for 35 units — 25 with sewer, water and power hook-up. Dining room. Coffee bar. Tenting area. C. S. Grant is the proprietor.

PLAN TO VISIT MANITOBA'S MOST UNUSUAL TOWN — FLIN FLON

"CAPITAL" OF OUR GREAT NORTHERN VACATION LAND
AND HOME OF THE ANNUAL MID-SUMMER
FLIN FLON TROUT FESTIVAL



Mileages to Flin Flon

By Road

From U.S. Border (via No. 83) .. 488 miles
From U.S. Border (via No. 10) .. 519 miles
From Brandon (via No. 10) 461 miles

From Winnipeg:

Wpg. to Dauphin 208 miles
Dauphin to Swan Rvr. 107 miles
Swan Rvr. to The Pas 151 miles
The Pas to Flin Flon 95 miles 558 miles

By Air

Flin Flon is only 2 hours from Winnipeg by air. Trans Air Ltd. provides regular daily (except Sunday) flights out of Winnipeg's International Airport, stopping at The Pas en route.

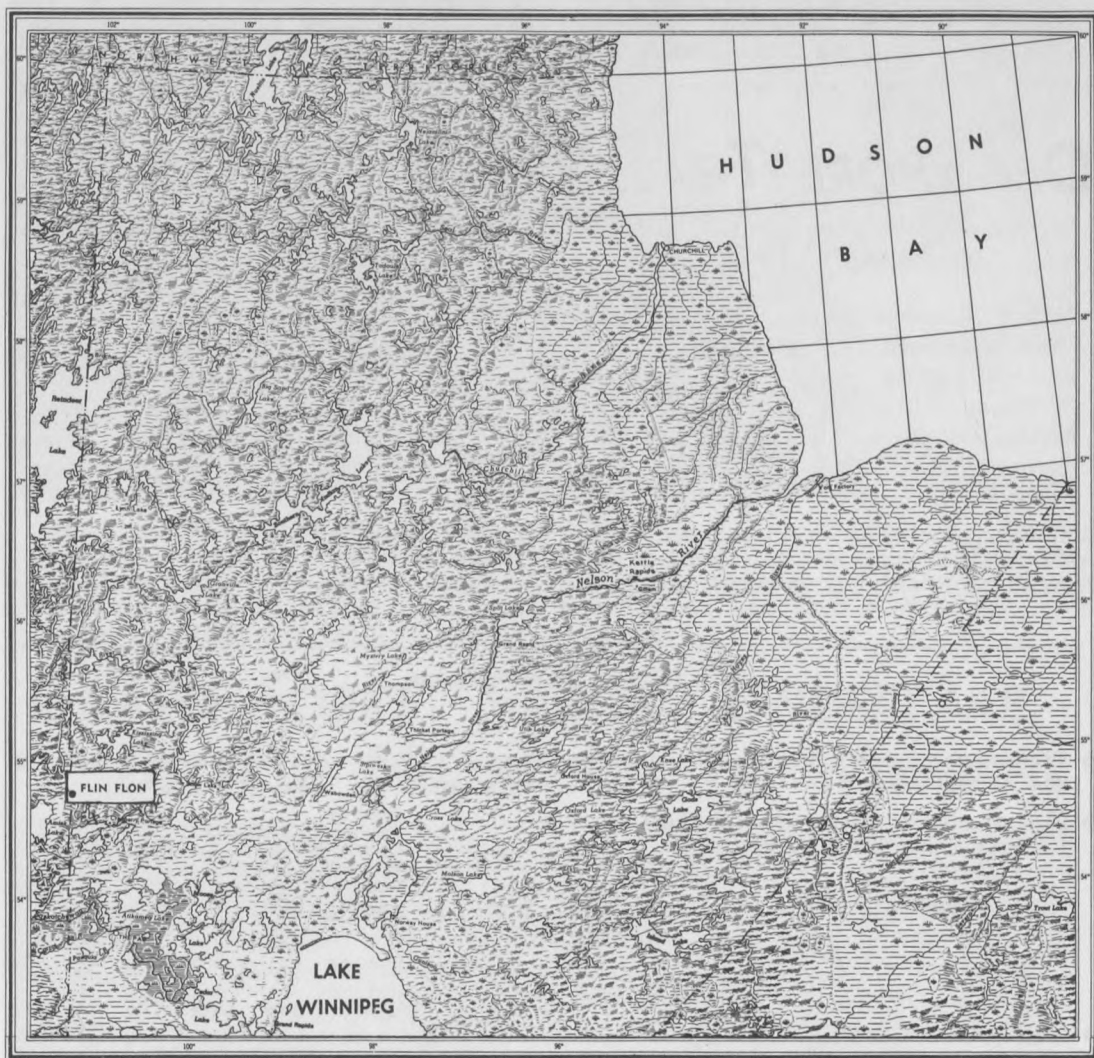
By Bus

Bus service is available each morning and late afternoon in both directions, to link Flin Flon with Winnipeg and Brandon and in-between points.

FLIN FLON IS SERVED BY SOME
50 GOLDEN BOY MEMBERS
HEADED BY
G. O. "OTTO" BERGMAN
DISTRICT ASSOCIATE DIRECTOR

NORTHERN MANITOBA —

A Land of Lakes and Virgin Fishing Waters



Northern Manitoba is a land of lakes — many thousands of them. Few of these virgin waters have yet seen the rod or reel of the fisherman.

Fed by the snows of winter — these lakes — large and small — are nestled in the shallows of the Great Pre-Cambrian shield, an area of largely exposed, solid rock, which cuts diagonally across the upper half of Canada.

This vast reservoir represents almost the last frontier of unspoiled, clear, fresh water available to the teeming populations of our highly industrialized North American Continent

Manitoba borders on the salt water of Hudson Bay, providing over 400 miles of sea-shore, thus justifying the title: "Mid-Canada's Maritime Province".

On Hudson Bay is located the Port of Churchill, for many years the site of an important U.S. Air Base, and Ballistic Missile site, but now used mainly for its harbour and large elevator grain storage facilities, from where increasing amounts of Western Canadian grain is shipped to Europe, and other markets of the world.

Hudson Bay receives the water-shed of a vast area of some 505,000 square miles, reaching from the Rockies in the west, to the head land of the Mississippi on the south, to near Lake Superior on the east. These waters reach "The Bay" by 8 major rivers — the mighty Churchill, (which enters the Bay direct), the Saskatchewan, the Qu'Appelle and Assiniboine, the Red and Winnipeg rivers, which flow into Lake Winnipeg, and then complete their journey to the sea by the turbulent Nelson and Hayes Rivers.

On its journey the huge volume of water of the Nelson drops some 714 feet, creating a tremendous source of hydro-electric power.

In 1966 a start was made on a huge power and development programme as a joint project of the Federal and Provincial governments, to harness this valuable resource, which will represent an ultimate investment of over \$1 billion and provide over 5 million kilowatts of energy — some 5 times the present power capacity of the Province.

Flin Flon is a natural "jumping off" point — by private or chartered aircraft — for the virgin lakes and hunting grounds of "The Far North".

SURVEY REVEALS WINNIPEG LEADS IN "OFF-SHORE TRAVEL"

Southam Newspapers have just published an "Off-Shore Travel Study" (conducted by Gordon Lusty Research Ltd.) on the off-shore travel patterns for the five major Canadian cities of Hamilton, Winnipeg, Calgary, Edmonton and Ottawa, which con-

tains some interesting revelations. The figures are based on (3 nights or more) "Off-Shore United States Travel" and (5 nights or more) from "Within Canada" in order to sift out frequent border crossings which are not economically important visitors.

OFF-SHORE TRAVELLERS FROM CANADA

Nov. 1/65 - Oct. 31/66

Destination	Breakdown By City				
	Ottawa	Hamilton	Winnipeg	Calgary	Edmonton
United Kingdom	3,548	4,683	3,962	3,550	3,627
Other European Countries	6,927	3,605	9,757	5,411	9,420
Eastern Europe	676	1,978	1,598	1,449	1,521
Caribbean	2,097	4,776	1,511	894	428
Mexico and Latin America	676	742	516	821	510
Hawaii	103	294	963	1,000	373
South Pacific	452	139	290	202	77
Orient	744	292	517	236	102
Middle East	38	494	565	135	133
Africa	300	529	308	202	90
	15,561	17,532	19,987	13,900	16,281

Total — 83,261 persons

- Winnipeg's 19,987 travellers represented 23.6 of the total.
- 65% of all travellers went to the United Kingdom and Western Europe:
 - ☆ U.K. 19,370
 - ☆ West Germany 8,400
 - ☆ France 6,600
 - ☆ Italy 5,700
 - ☆ Holland 5,300
- 89% travelled mainly by air.
- About 50% of trips were made for pleasure.
- 55% stayed in hotels, lodges and motor hotels (45% stayed in the homes of friends or relatives)
- 28% of trips lasted 6 weeks or more
- 28% of trips lasted 3-4 weeks
- July is the most popular month for travel (followed by August and September)

Note: The Southam "Off-Shore Travel Study" is available through Robert G. Bertram, The Southam Newspapers, 321 Bloor Street East, Toronto, 5, Ont.

travel account with all countries made up as follows:

	Spent by Canadians Travelling Abroad in 1966	Spent by Visitors to Canada in 1966	Difference
U.S.	\$631 M	\$730 M	\$ 99 M credit
Other Countries	\$269 M	\$110 M	\$159 M debit
Totals	\$900 M	\$840 M	\$ 60 M net debit

What do these figures suggest? In what direction should our tourist promotion efforts be directed?

Certainly not in a futile effort to discourage Canadians travelling outside Manitoba, but rather on offsetting efforts to get more outsiders to visit Canada (and Manitoba).

The 20,000 Winnipeggers who travelled abroad in 1966 (according to the Southam survey) represented only a small proportion of Metro's population of over 500,000. And undoubtedly most of the 20,000 infrequently made a lengthy, extended overseas trip.

So there remains a vast "audience" of Manitobans equipped with a car, a credit card and time on their hands on weekends who can be induced to get out and enjoy Manitoba.

Our "Golden Boys' "Circle Tours" are a first step in such a "See Manitoba" program.

Such a program, however, can't be effectively promoted on a piece-meal or regional basis. It must be done on a one-plan provincial basis, and it must enjoy the full co-operation of all the operations which serve the visitor: hotels, motels, lodges, inns, camps, resorts, trailer parks, restaurants, garages and filling-stations, drug-stores, and other retailers.

The Golden Boys' Movement provides the set-up — the machinery and the leadership — for exploiting such opportunities on a well-organized, business-like basis.

The potential is there — the possible rewards are real — but everybody must "get into the act," — and play his part if such a program is to be fully effective.

\$900 MILLION SPENT BY CANADIANS ON FOREIGN TRAVEL IN 1966

In 1966 Canadians spent 13% more on travel to other countries than in 1965 — an increase of \$104 million.

The increase on travel to the U.S.A. alone was \$83 million — to a total of \$631 million. Total outside Visitors to Canada spent an estimated \$840 million in 1966 — an increase of \$93 million over 1965. Of this \$840 million total some \$730 million was spent by U.S. travellers, an increase of \$70 million (or 11%) over 1965.

Canada, therefore, had a \$60 million deficit on the balance of payments on

U.S. HIGH SCHOOL BANDS INVADE MANITOBA



Since Jan. 1st our Group Visits Reception Department has been busy promoting visits of U.S. High School Bands, Choirs and Senior Class Groups. 92 school groups have come to Manitoba, visiting Winnipeg, Brandon, Clear Lake, Neepawa and Gladstone. Shown above is the Detroit Lakes Band, with leader Lee Holmes, and Stan Richardson, Group Visits Reception Director.

GRAND FORKS "SAINTS" UNDERTAKE BICYCLE MARATHON TO WINNIPEG

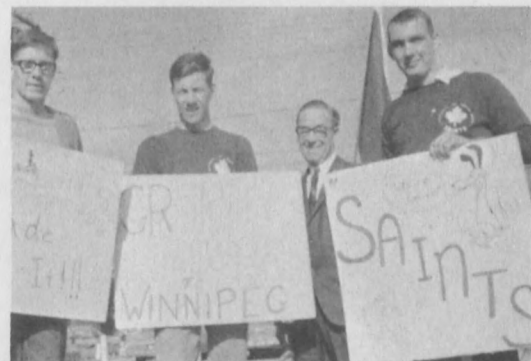


Members of the University of No. Dakota Canadian Club, attending the University at Grand Forks, recently demonstrated splendid initiative and enterprise by organizing an "Expo 67" week at the university.

To focus attention on this event, on April 5th, they made a 150-mile Bicycle Safari from Grand Forks to Winnipeg. Riding in relays they made the course in 9 hours 2 minutes. Our hats off to these young people who "have what it takes".

Members of the group were:

Cliff Johnston, Chairman	Home City
	and Rider Niagara Falls
Bill Anthony	Rider Winnipeg
Rick Wihnan	Rider Fort Frances
Don Bouchat	Rider Winnipeg
Ken McCuaig	Rider Port Arthur
Bill Cormylo	Rider Dryden, Ont.
Sandy Johnston	Niagara Falls
(Mrs.)	Rider
Toni Hagen (Miss)	Driver Grand Forks
Carol Sparke (Miss)	Driver Grand Forks



"We Made It" reads the banner proudly displayed by members of the Grand Forks-Winnipeg Bicycle Safari.

TRANS AIR TO PROVIDE EXPANDED AIR SERVICE ON NORTHERN MANITOBA ROUTES

Trans Air's Board of Directors recently approved the acquisition of new 48 passenger, prop-jet aircraft in order to provide expanded and more efficient service to Northern Manitoba.

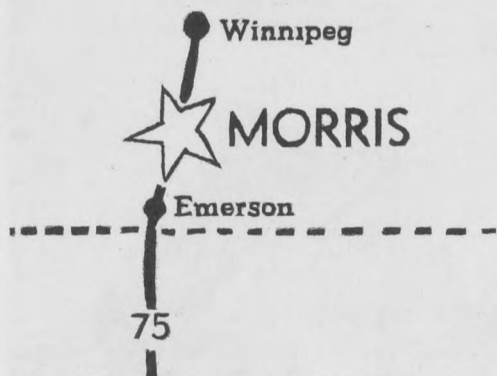
This should greatly increase the potential for more U.S. visitors and sportsmen for Manitoba's vast northern vacation land.

HARGRAVE'S HALF-WAY HOUSE MUSEUM



Ed Page, storekeeper at Hargrave, Manitoba, (on the Trans-Canada 21 miles east of the Saskatchewan border) has developed his own Manitoba attraction for visitors — "The Half-Way House Museum". It contains an amazing array of old fire arms and other interesting artifacts and relics of the early days. When travelling west be sure to turn off the main highway into Hargrave to see this fascinating collection. (And tell Ed that the Golden Boys sent you.)

MANITOBA STAMPEDE — AT MORRIS BECOMES A BIG BONANZA JULY 18-22



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Grandstand — \$1.25 — \$2.00

The Big M Stampede at Morris, Manitoba, is a shining example of what hard work, enthusiasm and a lot of faith can accomplish.

Only five years ago the idea of staging a professional rodeo and stampede in this small community was only a dream in the hearts of a very few in this Red River Valley community. But their enthusiasm was so contagious that by the fall of 1963 they had organized the "100 CLUB" and the dream shaped up to become a reality. With the \$100 put up by one hundred citizens, they felt that they were ready for the plunge.

They were fortunate in making good contracts with professional promoters in Calgary and, next spring, work started on a track and a grandstand.

The first Stampede was a sell-out, but heavy rains forced the cancellation of two shows. In spite of this, the gate was 30,000. The second year the gate rose to 50,000 and in 1966, with an enlarged and covered grandstand, the crowd rose to 60,000.

Why is this show such a success? The reason is simple — it is strictly a professional show with America's finest rodeo stars and chuckwagon racers performing in a plant specifically built to handle this type of show. Every cent made by the Agricultural Society is turned back into improving the layout and getting new and more thrilling acts.

This year the show has been extended to five days, with harness racing as an additional attraction the first two days, including free pancake breakfasts, street dancing, parades, stock shows and other attractions.

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